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COMPUTER SYSTEMS DIVISION

inter-office memo

To: Sam Tramiel

Date: 8/26/82

From: Kit Spencer

cc: Bill Wade
Mike Tomczyk
Charlie Winterble

Subject: MAX Basic Cartridges

I believe the original Mini-Basic cartridge with 2K RAM that has already been released is not the right product to go with long term. It was released originally with the intention of it being in the MAX itself. It is neither a really inexpensive product, i.e., viewed as alternative purchase to a game, or a full computer cartridge, my recommendation is that we should have the following two products:

1) Learning Basic cartridge (Mini-Basic) - This is the current Mini-Basic but without the cost of the 2K RAM. This has the Mini-Basic features only, i.e., no graphics, lowercase or cassette saving ability.

To go with this, an approximate 50-page manual of very simple keyboard entered programs has been created. This is a 4K program, i.e., low cost ROM only and can be used either as a give-away or sold like a low-priced game cartridge. The manual will advertise the benefits of the full Basic Cartridge (target retail price $19.95-$29.95).

2) Basic 2.0 cartridge with 4K RAM - This cartridge would include the features missing on both the Mini-Basic produced so far and in 1) above, i.e, lowercase letters, graphics and cassette saving possibilities. The 4K RAM gives enough ability to load and save similar amounts of data and programs to the current VIC20 and would offer upward compatibility with the Commodore 64 plus other Commodore machines for Basic only programs (target retail price $49.95-$59.95).

In my opinion the current product without the cassette saving feature is not worth having the cost of the 2K RAM because it is impractical to enter lengthy programs into the keyboard each time. The accompanying manual has therefore had programs written to run in the 1/2K availability on the MAX and is a fun and learning cartridge & book concept.

Please advise your comments immediately so these projects can progress. For your information, the products listed above I believe are within two working days of final completion, therefore the price decision is a commercial marketing one and not an allocation of technical resources.

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Michael Tomczyk**